

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JUNE 21, 1953</u>			
June 21	FATHER'S DAY (Sunday).		
June 21	FIRST DAY OF SUMMER (Sunday).		
June 21- June 27	"SWIM FOR HEALTH WEEK"--25th Anniversary of campaign. Contact: Martin Stern, Exec. Dir., Swim for Health Ass'n., 60 E. 42nd St., VA. 6-0543.		
June 22- July 3	INTERNATIONAL HOME FURNISHINGS MARKET IN CHICAGO. Contact: The Merchandise Mart, Chicago, Ill.		
Beginning Monday June 22 10:30 A.M.	OPENING OF FALL COLLECTION Mildred O'Quinn will present her Fall collection of afternoon, cocktail and formal fashions at 10:30 A.M. daily through July 3. By reservation. Contact: PL. 9-8057.	MILDRED O'QUINN	785 FIFTH AVENUE SHOWROOM
Monday June 22 3:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW: FALL LA TAUSCA JEWELRY "The Art of Jewels"--Heller Deltah will show their Fall collection of La Tausca jewelry. By invitation only. Publicity: Constance Hope, 200 W. 57th St., PL. 7-0515.	HELLER DELTAH CO., INC. (411 FIFTH AVENUE)	GALLERY OF ART 15 EAST 57TH STREET
Cancelled June 22	CEIL CHAPMAN'S PRIVATE PRESS SHOW, ORIGINALLY SCHEDULED FOR MONDAY, JUNE 22, AT 4:00 P.M., HAS BEEN CANCELLED.		
Beginning Monday June 22	OPENING OF FALL COLIECTION Treo Company invites the press to preview "Ribbons and Laces"--a new luxury line of girdles and foundations. <u>By appointment.</u> Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	TREO COMPANY	200 MADISON AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday June 22	OPENING: MEN'S & WOMEN'S LEISURE-WEAR SHIRTS Fall and Winter collection of "Alfred of New York" leisure-wear shirts for men and women. Publicity: Peggy O'Grady, 161 E. 37th, MU. 9-5725.	ALFRED SHAPIRO, INC.	10 EAST 40TH STREET SHOWROOM - 7TH FLOOR
Beginning Monday June 22	SHOWING OF FALL JEWELRY COLLECTION Trifari, Krussman & Fishel will present their jewelry collection daily. By appointment. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Tuesday June 23 9:30 A.M. Breakfast	PRESS PREVIEW: FALL "THALSPUN" FASHIONS Press preview of Fall fashions created by leading manufacturers from Alamac Knitting Mills "Thalspun" Orlon-wool jersey. By invitation only. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 25 9:30 A.M. Breakfast	PRESS PREVIEW: FALL FUR FASHIONS "Doris Day Makes the Fur Fly" all across the country in a clinic and fashion show produced for the average American woman featuring furs for every budget and silhouette. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	DORIS DAY FURS, INC. (130 W. 30TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday June 25 9:30 A.M.- 2:30 P.M.	HANDKERCHIEF FASHION DISPLAY - DEMONSTRATION Handkerchief fashion display based on theme "Your Hankie's Showing"; and demonstration by Lester Gaba on "Handkerchief Display Gimmicks." By invitation. <u>Forum at 4:30 P.M. for accessory buyers and merchandise managers.</u> Contact: Mary Marsh Associates, 2 W. 46th St., PL. 7-5809.	HANDKERCHIEF PROMOTIONS, INC.	WALDORF-ASTORIA PEACOCK LOUNGE
Saturday June 27 5:30 P.M. Cocktails	FASHION FESTIVAL AT SHAWNEE-ON-DELAWARE Showing of David Crystal's dresses and suits, Haymaker Separates, Lady Northcool suits and Izod of London men's shirts, at Shawnee-on-the-Delaware, Fred Waring's Inn and Country Club. By invitation only. Shawnee's Publicity: Mike Devitt, RE. 2-1012. David Crystal Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. (498 SEVENTH AVENUE)	STROUDSBURG, PENNSYLVANIA
Saturday June 27	NAT'L ASS'N OF DISPLAY INDUSTRIES MARKET IN CHICAGO (June 27-July 1). Contact: 203 No. Wabash Ave., Rm. 1106, Chicago, Ill.		
Monday June 29 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Special luncheon fashion show for American Seed Trade Association Convention, with a presentation of Summer fashions by B. Altman & Co. Altman Publicity: Mr. Ferris Megarity, MU. 9-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Beginning Monday June 29- August 7 6:15 P.M.- 8:45 P.M.	COURSE IN TEXTILE FABRICS "Textile Fabrics: Natural and Synthetic Fibers"--6 week course given by the New York University's School of Retailing. Instructor: Susan Eastman, fabrics editor of "Glamour" magazine. Contact: NYU School of Retailing, SP. 7-2000.	N.Y. UNIVERSITY SCHOOL OF RETAILING	100 WASHINGTON SQUARE EAST
Beginning Monday June 29- Sept. 7	"VACATION TIME" WATER COLOR EXHIBITION The Brooklyn Museum will present "Vacation Time", an exhibition of thirteen colors and one oil by Winslow Homer. Open to public. Contact: Gertrude McAllister, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N.Y.
July 4	INDEPENDENCE DAY -- Legal Holiday (Saturday).		
July 5- July 10	NEW YORK LAMP SHOW AT HOTEL NEW YORKER. Contact: George F. Little Management, 200 5th Ave., MU. 9-7147.		
Monday July 6 11:00 A.M.	PREVIEW OF FALL "CHARMERS" HATS John Frederics will invite the press and buyers to a showing of his Fall "Charmers" hat collection. By invitation. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 6 12:30 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW Emme will invite the press to a luncheon preview of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	WALDORF-ASTORIA EMPIRE ROOM
Monday July 6 3:30 P.M.	FALL MILLINERY PANEL AND BUSINESS MEETING Annual forum of the MMEA, (changed to Monday afternoon this year), with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. Meeting followed by buffet. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	SAVOY PLAZA HOTEL CRYSTAL ROOM
Tuesday July 7 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of new Braagaard-Andra collection of Fall millinery. By invitation only. Contact: PL. 9-1823.	BRAAGAARD-ANDRA	558 MADISON AVENUE SALON
Tuesday July 7 9:00 P.M.	SPRING MILLINERY FASHION SHOW Semi-Annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 8 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York invites the press to a showing of her Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday July 8 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday July 8 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Laddie Northridge will present his Fall millinery collection to the press. By invitation only. Publicity: Donna Cannon, 104 E. 52 St., PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
Thursday July 9 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING The press will be invited to a preview of Sally Victor's millinery collection for Fall. By invitation only. Contact: Mildred Josephs, at Sally Victor, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday July 9 12:15 P.M. Luncheon	READY-TO-WEAR AND MILLINERY LUNCHEON Presentation of Fall ready-to-wear and millinery, in addition to an accessories display at The Fashion Group luncheon. Co-chairmen--Ready-to-Wear Committee: Elizabeth Ritter and Nancy Maxwell; Millinery Division: Maud G. Moody and Esther Lyman; Accessories Division: Matilda Taylor and Mimi Aleinikoff. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday July 10 10:30 A.M.	FALL MILLINERY AT PRESS PREVIEW Walter Florell will present his Fall millinery to the press. By invitation only. Publ.: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	WALTER FLORELL	29 EAST 53RD STREET SALON

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK DRESS INSTITUTE'S TWENTY-FIRST NATIONAL PRESS WEEK (July 13-17, 1953)

Fashion editors of U.S. and foreign newspapers will be invited to attend the 21st National Press Week. Fall and Winter collections of 43 leading designers, 33 members and 10 auxiliary members of the N.Y. Dress Institute's Couture Group, will be shown daily. By invitation only. Publicity: Eleanor Lambert, MU, 8-2130.

Monday, July 13...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-EMPIRE RM.
	9:00 A.M.	WATCH FOR FORUM	WALDORF-EMPIRE RM.
	9:30 A.M.	MEETING ON INSTITUTE OPERATION.	WALDORF-EMPIRE RM.
	10:00 A.M.	CLAIRE McCARDELL OF TOWNLEY	WALDORF-EMPIRE RM.
	11:00 A.M.	PAUL PARNES	WALDORF-EMPIRE RM.
	12:00 Noon	DELMAN SHOES (Auxiliary).	WALDORF-EAST FOYER
	1:00 P.M.	SHIP 'N SHORE-Lunch (Auxiliary)	WALDORF-BASILDON
	2:00 P.M.	JACK SARNOFF (Molly).	WALDORF-EMPIRE RM.
	3:00 P.M.	HARVEY BERIN.	WALDORF-EMPIRE RM.
	4:00 P.M.	LETO, COHN & LO BALBO	WALDORF-EMPIRE RM.
	5:00 P.M.	TINA LESER & FASHIONS FOR INDUSTRY (Auxiliary)	WALDORF-EMPIRE RM.
Tuesday, July 14...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-EMPIRE RM.
	9:00 A.M.	HERBERT SONDHEIM.	WALDORF-EMPIRE RM.
	9:45 A.M.	PELLON CORP. (Auxiliary).	WALDORF-EMPIRE RM.
	10:00 A.M.	ORIGINALA COATS	WALDORF-EMPIRE RM.
	11:00 A.M.	MONTE-SANO & FRUZAN	WALDORF-EMPIRE RM.
	12:00 Noon	CELESTE FROCKS (Auxiliary).	WALDORF-WEST FOYER
	2:00 P.M.	BEN ZUCKERMAN	WALDORF-EMPIRE RM.
	3:00 P.M.	CAROLYN SCHNURER.	WALDORF-EMPIRE RM.
	4:00 P.M.	MISS AMERICA (Patric)	WALDORF-EMPIRE RM.
	5:00 P.M.	OLEG CASSINI.	WALDORF-EMPIRE RM.
Wednesday, July 15...	7:30 P.M.	N.W. AYER & SON, INC. (Auxiliary)	PLAZA-PERSIAN RM.
	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	BEN REIG.	498 SEVENTH AVENUE
	10:00 A.M.	ELFREDA-FOX & PIERRE BALMAIN.	498 SEVENTH AVENUE
	11:00 A.M.	PATTULLO-JO COPELAND.	498 SEVENTH AVENUE
	12:00 Noon	MAURICE RENTNER-Luncheon.	498 SEVENTH AVENUE
	2:00 P.M.	JANE DERBY.	785 FIFTH AVENUE
	3:00 P.M.	CHRISTIAN DIOR, NEW YORK.	730 FIFTH AVENUE
	4:30 P.M.	COTY, INC. (Auxiliary).	730 FIFTH AVENUE
	6:00 P.M.	DEERING MILLIKEN & CO. (Auxiliary)	PLAZA-TERRACE RM.
Thursday, July 16...	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	B. H. WRAGGE.	BONWIT TELLER-9 FL.
	10:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
	12:00 Noon	DAVIDOW SPORTSWEAR (Luncheon).	550 SEVENTH AVENUE
	2:00 P.M.	BRIGANCE OF FRANK GALLANT	205 WEST 39 STREET
	3:00 P.M.	FRED GREENBERG (CASTILLO, N.Y.)	550 SEVENTH AVENUE
	4:00 P.M.	TRIGERE	550 SEVENTH AVENUE
	5:00 P.M.	NETTIE ROSENSTEIN-Cocktails	550 SEVENTH AVENUE
	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE
Friday, July 17...	10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVENUE
	11:00 A.M.	JOSEPH HALPERT (Jacques Fath)	530 SEVENTH AVENUE
	12:00 Noon	(JUNIOR MISS FASHIONS-Luncheon)	(JR. SOPHISTICATES)
		(HORWITZ & DUBERMAN; JUNIOR)	(SHOWROOM - 4TH FL.)
		(SOPHISTICATES; INT'L JUNIOR)	(498 SEVENTH AVE.)
	2:00 P.M.	MODERN COUTURE (HELENA BARBIERI)	525 SEVENTH AVENUE
	3:00 P.M.	SAMUEL WINSTON (Charles James)	530 SEVENTH AVENUE
	4:00 P.M.	CEIL CHAPMAN-Cocktails.	530 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 11 1:30 P.M.	FALL FASHIONS FOR VISITING PRESS Sylvan Rich will present Martini Designed fashions for Fall to the visiting press. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Sunday July 12 10:00 A.M.- 1:00 P.M. Brunch	FALL JEWELRY PREVIEW AT BREAKFAST PARTY Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday July 12 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery collection during brunch for visit- ing press. By invitation only. <u>Local press show, Mon., July 6 at 12:00 Noon.</u> (See Pg. 3). Publ.: Mildred Kaldor, 347 5th Ave., MU.9-5420.	EMME	WALDORF-ASTORIA EMPIRE ROOM
Sunday July 12 12:15 P.M. Luncheon	FALL AND WINTER SHOE PREVIEW Luncheon and preview of Fall and Winter kid shoes and accessories. By invitation only. Publ.: Geri Matthau or Charline Osgood, WI. 7-0332.	KID LEATHER GUILD	HOTEL PIERRE ROOF GARDEN
Sunday July 12 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. <u>Local press show, Thursday, July 9 at 10:30 A.M.</u> (See Pg. 3). Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 12 4:30 P.M.	PRESS SHOWING OF FALL COLLECTION Visiting editors will be invited to a showing of Maria Krum's Fall collection. By invitation. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 12 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publ.: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Sunday July 12 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Fall millinery show for visiting editors. <u>Local press, Friday, July 10 at 10:30 A.M.</u> (See Pg. 3). By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 13 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Beatrice Martin will present her Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE.2-5562.	BEATRICE MARTIN	HOTEL PLAZA BAROQUE ROOM
Monday July 13 12:00 Noon	PRESS PREVIEW OF FALL SHOES The out-of-town press will be invited to a preview of Fall shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--see Pg. 4.) By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	WALDORF-ASTORIA EAST FOYER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 13 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL BLOUSE COLLECTION Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 4), will present Fall blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	WALDORF-ASTORIA BASILDON ROOM
Monday July 13 5:00 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS Tina Leser and Fashions For Industry (Auxiliary Member of N.Y. Dress Institute--See Pg. 4) will present Fall fashions to visiting press. Publicity: Eleanor Lambert, MU. 8-2130.	TINA LESER & FASHIONS FOR INDUSTRY	WALDORF-ASTORIA EMPIRE ROOM
Monday July 13 7:00 P.M. Buffet	FALL SHOWING FOR VISITING PRESS Varden will present their Fall fashions to the visiting press. Show at 7:00 P.M. Buffet at 7:30 P.M. By invitation only. Publicity: Elsie Brandt at Varden, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday July 14 9:45 A.M.	SHOW FOR VISITING EDITORS Pellon Corp. will invite the visiting press to a showing of fashions with Pellon non-woven interfacing, (Auxiliary Member of N.Y.D.I.--See Pg. 4). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday July 14 10:30 A.M.	FALL MILLINERY PREVIEW FOR LOCAL PRESS Millinery fashions for Fall will be presented by Mr. John P. John to the press. <u>Showing for visiting editors at 5:00 P.M.</u> By invitation only. Contact: Patricia E. Hart, or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday July 14 12:00 Noon Aperitif	PRESS PREVIEW: COUTURE CHILDREN'S DRESSES Celeste (Auxiliary Member of N.Y. Dress Institute--See Pg. 4) will present to the visiting and local press a showing of their Fall collection of couture fashions for little girls, from toddlers to twelves. By invitation only. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	CELESTE FROCKS (1350 BROADWAY)	WALDORF-ASTORIA WEST FOYER
Tuesday July 14 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time - '53"--newest designs in feminine watches for the coming seasons. By invitation only, for the N.Y. and out-of-town editors. Sponsored by Foote, Cone & Belding, International. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	STORK CLUB 3 EAST 53RD STREET
Tuesday July 14 7:30 P.M. Dinner	DIAMOND DINNER WITH VICTOR BORGE Diamond jewelry from Black, Starr & Gorham, Cartier, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors at cocktails and dinner, with entertainment by Victor Borge. By invitation only. Contact: Jean Shanley, at N. W. Ayer, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA PERSIAN ROOM
Wednesday July 15 8:00 A.M. Breakfast	FALL MILLINERY SHOW FOR VISITING PRESS Fall millinery collection by Irene of New York at a breakfast for out-of-town press. <u>Local press show, Wednesday, July 8, at 9:30 A.M. (See Pg. 3).</u> By invitation. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 15- July 17 8:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y. Dress Institute) will invite the visiting press to their Boutique on Wednesday, Thursday or Friday for a "Kaffee Klatch". By invitation. Contact: Jackie Dempsey, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
Wednesday July 15 12:00 Noon Luncheon	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Maurice Rentner (N.Y. Dress Institute) will present his Fall collection to the visiting press. By invitation. Publ.: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Wednesday July 15 4:30 P.M.	FALL DISPLAY FOR VISITING PRESS Coty (Auxiliary Member, N.Y. Dress Institute) will invite the visiting press to a Fall preview. By invitation. Publ.: Eleanor Lambert, MU.8-2130.	COTY, INC.	730 FIFTH AVENUE SALON
Wednesday July 15 5:30 P.M. Cocktails	FABRIC PREVIEW: LOCAL AND VISITING PRESS Deering Milliken will invite the visiting and local press to a showing of Fall and Winter fabrics. By invitation. Contact: Helen Boyd, LO.3-5200.	DEERING MILLIKEN & CO.	HOTEL PLAZA TERRACE ROOM
Wednesday July 15 7:00 P.M. Dinner Show	PRESS SHOWING OF FALL MILLINERY The Millinery Fashion Bureau will invite the out-of-town and local press to dinner at 7:00 P.M., and millinery showing at 8:00 P.M. By invita- tion only. Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA EMPIRE ROOM
Thursday July 16 6:00 P.M. Tea.	FALL BAG PREVIEW FOR THE PRESS Fall collection of Domestic and imported "Bags by Josef" for local and visiting press. By invitation only. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU
Thursday July 16 7:30 P.M. Cocktails	LEATHER FASHION SHOW FOR VISITING PRESS "Leather Originals"--preview for visiting press of leather fashions in shoes, accessories and ready-to-wear, with a fashion show and an exhibit tied in with the Modern 19th Century School of Art. Show at 9:00 P.M., champagne supper at 10:00 P.M. Transportation will be furnished. By invitation only. Publicity: Billie Gould, 411 Fifth Ave., MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	BROOKLYN MUSEUM EASTERN PKWAY, BKLYN
Friday July 17 5:30 P.M.	SCHIAPARELLI FASHIONS FOR VISITING PRESS Schiaparelli will present intimate apparel and loungewear to visiting and local press. Also, American-made Schiaparelli coats and suits, jewelry, gloves, perfume, handbag accessories, hosiery, men's ties, men's sports- wear, children's coats. By invitation. Publ.: Noriene Barrett, MU.6-0055.	SCHIAPARELLI, INC.	210 MADISON AVENUE SHOWROOM-8TH FLOOR
Saturday July 18 9:30 A.M. Breakfast	FASHION SHOW FOR VISITING PRESS A triple presentation of Fall fashions by Branell--Blumenstein, Ross & Lentz; separates and sportswear by Arle, designed by Mary Blair; cocktail and evening clothes by Rudolf. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ; RUDOLF; ARLE	WALDORF-ASTORIA PERROQUET SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 18 11:00 A.M.	FALL MILLINERY FOR VISITING EDITORS John Frederics will present his Fall millinery to the visiting press. By invitation only. <u>Local press show Wednesday, July 8 at 11:00 A.M.</u> (See Page 3). Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Saturday July 18 2:00 P.M.	"WEEKEND AT SOUTHAMPTON" FOR VISITING PRESS "Weekend at Southampton" for visiting press, sponsored by leading fiber producers, mills and manufacturers of fashions, accessories, and other products of interest to women. Editors will leave Pennsylvania Station on Saturday, July 18 at 2:00 P.M. and will return Sunday evening. By invitation. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	SOUTHAMPTON, LONG ISLAND

OPENINGS IN IRELAND, ITALY, LONDON, PARIS, SPAIN

Thursday July 16	FALL PREVIEW IN IRELAND Sybil Connolly will present her Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 5th, CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUNSANY CASTLE DUBLIN, IRELAND
Beginning Monday July 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 20:</u> Giovanelli, Simonetta, Fabiani, Schuberth. <u>July 21:</u> Battilocchi, Ferdinandi-Pucci, Fontana. Contact: Rosemary Sheehan, 630 5th Ave., CI. 7-8060; or E.A. Bronzini of the Sindacato, 32 Piazza Di Spagna, Rome, Italy.	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
Beginning Wednesday July 22	OPENING OF COUTURE COLLECTIONS IN FLORENCE Showings by Antonelli, Capucci, Carosa, San Lorenzo, Marucelli, Vanna, Veneziani. Contact: G.B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.	ENTE ITALIANO DELIA MODA	FLORENCE, ITALY
Beginning Monday July 27	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 27:</u> Hardy Amies, Digby Morton, Peter Russell, Victor Stiebel. <u>July 28:</u> John Cavanagh, Charles Creed, Mattli, Worth. <u>July 29:</u> Norman Hartnell, Lachasse, Michael Sherard. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Beginning Monday July 27	OPENING OF PARIS COUTURE COLLECTIONS <u>July 27:</u> Desses, Fath, Patou. <u>July 28:</u> Balmain, Heim, Serge Kogan, Lafaurie, Manguin. <u>July 29:</u> Dior (Tentatively), Alex Maguy, Paquin, Madeleine de Rauch. <u>July 30:</u> Lanvin, Schiaparelli. <u>July 31:</u> Gres, Griffe. <u>Aug. 1:</u> Maggy Rouff. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Beginning Wednesday August 5- August 6- August 7	OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, Eulalia, Flotante, Pertegaz, Rodriguez. Contact: Lucien Goetsch, Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	COOPERATIVA DE ALTA COSTURA	BARCELONA, SPAIN

MOVIES...MUSIC...THEATRE

Friday
June 19 PREMIERE: "THE 5000 FINGERS OF DR. T" (Movie) CRITERION THEA., B'WAY & 45TH
Stabley Kramer's Technicolor musical production, released by Columbia
Pictures, about a boy who hates piano lessons; and the fantasy that
follows. Starring: Peter Lind Hayes, Mary Healy, Hans Conreid, Tommy
Rettig. Director: Roy Rowland. Costumes: Jean Louis. Publicity:
Hortense Schorr, CI. 5-5000.

Week
Of
June 22 FIRST WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138 ST. & AMSTERDAM AVE.
Mon.. June 22: Zino Francescatti; Mendelsohn's Violin Concerto.
Tues.. June 23: French program; Leonard Bernstein conducting.
Wed.. June 24: Schumann program; Aldo Parisat, A Minor Cello Concerto.
Thurs.. June 25: "Gala Latin American Fiesta", N.Y. premiere Villa-Lobos'
Piano Concerto #4, Bernardo Segall; Yma Sumac & Co., in Andean songs.
Sat.. June 27: "Kern-Hammerstein Night" featuring "Show Boat".
Price: 30¢ to \$1.20. Publicity: Miss Alix Williamson, CI. 6-4462.

Wednesday
June 24 PREMIERE: "MELBA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
S. P. Eagle's musical Technicolor production, released by United Artists,
of the glamorous opera star, Nellie Melba. (Gala world premiere
Wednesday evening, June 24, for the benefit of the United Cerebral Palsy
Fund.) Starring: Patrice Munsel with Robert Morley, John Justin, Martita
Hunt, John McCallum, Alec Clunes, Sybil Thorndike, Violetta Elvin.
Director: Lewis Milestone. Costumes: Sophie Harris. Operatic costumes:
Beatrice Dawson. United Artists Publicity: Tess Michaels, CI. 5-6000.
Capitol Theatre Publicity: Paula Gould, JU. 2-2000.

Wednesday
June 24 "THE BEAST FROM 20,000 FATHOMS" (Movie) PARAMOUNT THEA., B'WAY & 43RD ST.
A Warner Brothers production of a science-fiction story about a sea mon-
ster liberated by an atomic explosion in the Arctic Ocean. Producers:
Hal Chester & Jack Dietz. Director: Eugene Lourie. Costumes: Berman's
of Hollywood. Publicity: Eve Siegel, CI. 6-1000.

Beginning
Wednesday
June 24-
Sept. 7 OPENING: "A NIGHT IN VENICE" MARINE STADIUM, JONES BEACH, L.I.
Mike Todd will present his musical extravaganza, with music by Johann
Strauss, at the Jones Beach Marine Stadium. (Benefit for building fund
of the South Nassau Communities Hospital in Oceanside, L.I.). Cast
includes: Nola Fairbanks, Jack Russell, Thomas Hayward, George Hall,
Rosita Royce. Director: Samuel Liff. Costumes: Raoul Pene DuBois.
Publicity: Bill Doll, MU. 2-6129.

Thursday
July 9 PREMIERE: "THE MOON IS BLUE" (Movie) VICTORIA & SUTTON THEATRES
A United Artists release of the Broadway comedy, produced and directed
by Otto Preminger. Starring: William Holden, David Niven and Maggie
McNamara. Costumes: Don Loper. United Artists Publicity: Tess Michaels,
CI. 5-6000.

Beginning
Sunday
Sept. 13 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39
S. Hurok will present the Sadler's Wells Ballet for four weeks only.
Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday,
Sept. 16: The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty.
Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs.
Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. &
Eve.: Swan Lake. Publicity: Michael Sweeley at Hurok Attractions, Inc.,
PL. 9-6000.